



# PRESERVATION MARYLAND

“We expect too much of new buildings, and too little of ourselves”

- Jane Jacobs





“Cities, villages & towns need **old buildings** so badly it is probably *impossible* for **vigorous streets and districts** to survive without them.”





# What is placemaking?

**Placemaking** capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

It's both a philosophy and a way of improving places.



# A Great Fit for Rural Communities

1. It's cost-effective.
2. It builds on existing assets.
3. It does not focus on unrealistic mega-projects.

Or, put another way, it's lighter, quicker & cheaper.





# What Makes a Great Space?

- It is: Connected
- It is: Social
- It is: Comfortable
- It is: Activated

But, these alone do not make a great space.  
The missing ingredient is authenticity.

# Placemaking Concepts to Consider

1. Improve streets as places (not just for cars)
2. Think of parks as multi-use destinations
3. Build local economies through markets
4. Reinvent community planning
5. Consider the power of 10
6. Know your places (inventory) & be honest
7. Start small & experiment



# Start by asking a question?





# Seasonal/One-Time Events

- Start a dialogue about the value of places.
- Examples
  - Street closures/block parties
  - Temporary street adjustments to activate spaces



Annapolis Dinner Under the Stars





Mayor of Ithaca's Former Parking Space







ELEVATING AND CELEBRATING PUBLIC SPACE SINCE 2005

WORLDWIDE ANNUAL EVENT

*Reclaim your City!*

# PARK(ING) DAY

ALWAYS THE THIRD FRIDAY IN SEPTEMBER





# Activating Spaces with Art

- Source of pride and community spirit.
- Success depends heavily on community involvement & selection of spaces.



Chesapeake Country Byway Murals







# Using History to Activate Spaces



Antietam Illumination





Ferndale, Michigan Signage Program



Williamsport, PA River Walk



# Why should elected officials support this work?

- There is an important and significant correlation between how attached people feel to where they live and local GDP growth.
- What most drives people to love where they live (their attachment) is their perception of aesthetics, social offerings, and openness of a place.

– Knight Foundation's Soul of the Community study



# Take the plunge

- Evaluate, Survey, Ask questions & Analyze.
- The more partnerships the better.
- Get moving quick and do something cheap.
- Flexibility is imperative.



# Great Resources

- Project for Public Spaces ([pps.org](http://pps.org))
- Creative Placemaking Resources ([arts.gov](http://arts.gov))
- Strong Towns ([strongtowns.org](http://strongtowns.org))
- [PlacemakingResource.com](http://PlacemakingResource.com)



STRONG  
TOWNS